

RESOLUTION NO. 98-127

A RESOLUTION OF THE LODI CITY COUNCIL APPROVING
AGREEMENT BETWEEN THE CITY OF LODI AND THE
LODI-WOODBRIDGE WINEGRAPE COMMISSION FOR A
CONFERENCE AND VISITORS PROGRAM

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WHEREAS, the City Council recently reviewed options for visitors and conference opportunities. The alternatives considered included the following:

1. Contract with Lodi-Woodbridge Winegrape Commission (LWWC) for their services;
2. Contract with the Lodi Chamber of Commerce;
3. Provide the Conference and Visitors Bureau with City staff; or
4. Do nothing.

WHEREAS, after reviewing the alternatives, and hearing comments from representatives of the Chamber and the LWWC, the option to contract with LWWC surfaced as the best solution for creating a Conference and Visitors Program. The LWWC staff members have extensive experience and contacts for marketing the community and have been quite successful with their winegrape promotions. The LWWC and the City, working with the Chamber, will jointly form an advisory committee with representatives from organizations and businesses in Lodi and the surrounding area that have a vested interest in visitor, tourist and conference programs; and

WHEREAS, the goals of the Program will include promoting community events and activities and assisting visitors with information necessary to make their visit to Lodi a positive experience; and

WHEREAS, the Program will be a pilot project, funded in part by the City (\$60,000) and in part by the LWWC and others (\$40,000) for a total Program budget of \$100,000. It is recommended that the City fund the Program for two years, with annual review, and that the Agreement be extended thereafter on an annual basis.

THEREFORE, BE IT RESOLVED, that the Lodi City Council does hereby approve and authorize the City Manager to sign the agreement between the City of Lodi and the Lodi-Woodbridge Winegrape Commission for a Conference and Visitors Program; and


BE IT FURTHER RESOLVED, that the Lodi City Council approve the allocation of \$60,000 from Community Promotions to partially fund the pilot program.

Dated: August 19, 1998

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I hereby certify that Resolution No. 98-127 was passed and adopted by the City Council of the City of Lodi in a regular meeting held August 19, 1998 by the following vote:

AYES:	Council Members - Johnson, Land, Mann, Pennino and Sieglock (Mayor)
NOES:	Council Members - None
ABSENT:	Council Members - None
ABSTAIN:	Council Members - None


ALICE M. REIMCHE
City Clerk
98-127